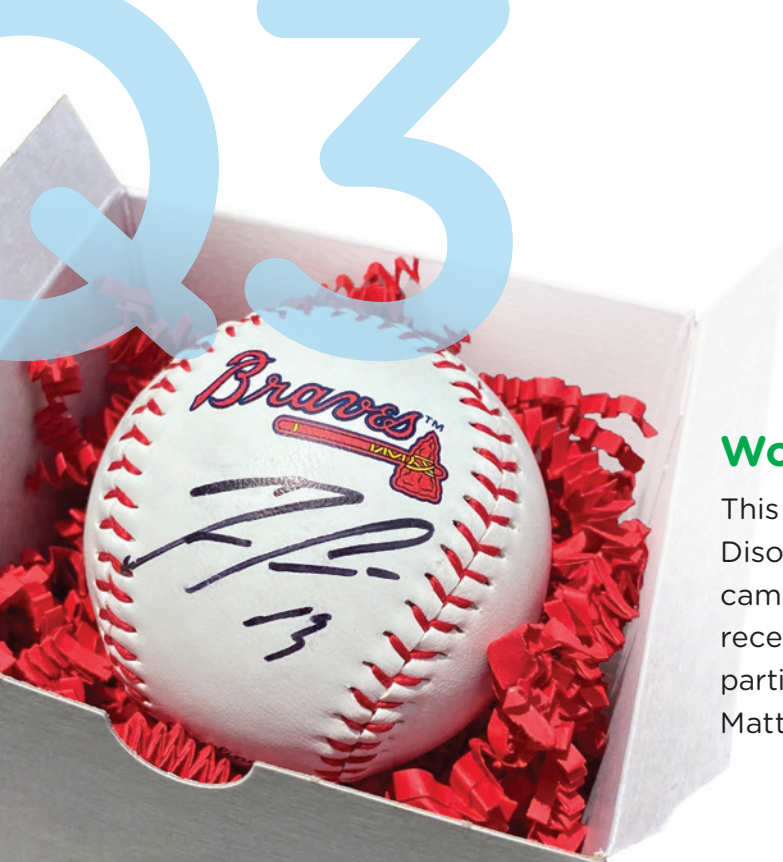


**Aflac**  
Cancer & Blood  
Disorders Center  
**Children's**  
— Healthcare of Atlanta —

**Quarterly Report**  
2022 Q3





### World Champion Support

This year we fundraised for the Aflac Cancer and Blood Disorders Center through our second annual Brave Kids campaign **raising \$204,636**. With a donation, donors received a signed Braves baseball! More than 17 players participated, including Tyler Matzek, Ronald Acuna Jr., Matt Olson and Spencer Strider!



### 27 Days in September

Throughout the month of September, our friends from Aflac Inc. participated in the 2nd annual Miles for Miracles Challenge. Miles for Miracles is a 27-day challenge where participants are encouraged to walk or run a mile a day for 27 days, in honor of the Aflac Cancer and Blood Disorders Center's 27-year partnership. More than 350 people participated in the challenge **raising more than \$28,000 for research** at the Aflac Cancer and Blood Disorders Center!

# FUNDRAISING

YTD	Aflac	<b>\$5,923,704</b>
YTD	Community	<b>\$5,997,658</b>
YTD	Aflac and Community combined	<b>\$11,921,362</b>

### Things Are Going Swimmingly

Swim Across America-Atlanta hosted the 10th Annual Open Water Swim at Lake Lanier Olympic Park. 528 swimmers, 50 volunteers and 14 Olympians gathered to celebrate a milestone anniversary of the Atlanta Swim **raising more than \$356,000** for the Aflac Cancer and Blood Disorders Center. Established in 2013, Swim Across America-Atlanta has donated nearly \$2.8 million to the Aflac Cancer and Blood Disorders Center to fund crucial research. More than 10 Aflac Cancer and Blood Disorders Center faculty and staff participated in the event and helped steward our Swim Across America partnership.



### Ring, Ring, Ring That Bell

Hosted by Jenn Hobby Rivera and Grant Rivera, the third annual Ring the Bell Benefit took place on September 21st in Marietta. Pediatric cancer is a personal fight for Jenn and Grant as their 7-year-old daughter, Reese, beat cancer at 16 months old. The Ring the Bell Benefit was created in hopes of every child having the opportunity to ring the bell signifying the end of their treatment. This year, the event raised \$83,000 to benefit solid tumor research at the Aflac Cancer and Blood Disorders Center and Reese's MaGIC Fund, which supports the work of Reese's oncologist, Dr. Olson, and his germ cell tumor research. Since its inception, the family's efforts have **raised over \$340,000** for pediatric cancer research.







## 30,000,000 Thank You!

The 22nd annual 95.5 WSB Care-a-Thon took place on July 28-29 and raised a record breaking \$1,830,493 for research, the Fellowship Program and the family support team at the Aflac Cancer and Blood Disorders Center. The 37-hour event included interviews with faculty, staff, and more than 20 patient families and survivors. We are so proud of our partnership with WSB, which has raised more than \$30 million in the 22 years of hosting the WSB Care-a-Thon.



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### A Whole Lot More Than Nothing

Nothing Bundt Cakes bakeries across Georgia held an in-store fundraising campaign throughout the month of September in recognition of Childhood Cancer and Sickle Cell Disease Awareness Month. They also hosted eight block parties with music, face painting, balloon animals, cake samples and more to engage their communities and neighboring businesses in supporting the Aflac Cancer and Blood Disorders Center! In total, **they raised \$20,515.55!**

### Two Days. Four Stores. Big Results.

Over just two days, Kendra Scott stores **raised more than \$3,000** for the Aflac Cancer and Blood Disorders Center! All four Atlanta-area stores participated in a two-day Giveback and showed their support of our patients battling pediatric cancers and blood disorders.

# CORPORATE FUNDRAISING

### Pure Gold

During the month of September, more than 200 Dunkin franchises participated in the Shine Gold for the Kids Campaign to raise funds for pediatric cancer research. In total, the campaign **raised \$27,000** for the Aflac Cancer and Blood Disorders Center.



### That's Splendid!

To kick off Childhood Cancer and Sickle Cell Disease Awareness Month, Jeni's Splendid Ice Creams hosted Aflac families for an ice cream party and gave a percentage of proceeds from Atlanta scoop shops on September 1st and 2nd. Jeni's continued the fun by introducing a limited-edition "Children's Pint Collection" of four special flavors benefiting the Aflac Cancer and Blood Disorders Center. In total, Jeni's **raised more than \$6,000** from their September fundraising efforts!





From the Golden Spike Hitter, Davis, to the honorary captain, Jacob, our brave patients showed their strength at Atlanta United FC's match on Saturday, September 12th. Hundreds of Aflac Cancer and Blood Disorders Center patients and their families gathered on the pitch to form a human ribbon while our staff at the Aflac Cancer and Blood Disorders Center cheered from the stands. Together, we united and conquered to kick childhood cancer.

## Who's A Good Boy?

At September's NASCAR race in Darlington, Chase Elliott had a few new pit crew members. As part of his [Desi9n to Drive Campaign](#), our Aflac Cancer and Blood Disorders Center patients were challenged with creating a design for his NAPA Network gear and racecar honoring their healthcare heroes. The winning design was submitted by Dani. And who did her design honor? None other than Facility Dogs. From the car to the suit, Dani made sure there was a pawprint and pup that could be seen from every angle. Our facility dog, Reggie, and his handler, Kara, surprised Dani at the race and were recognized with their names displayed above Chase's passenger side window.







## Hyundai Awards

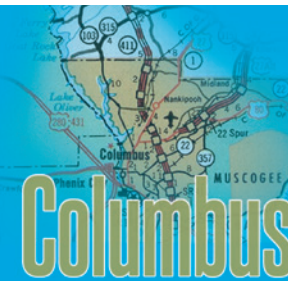
In September, honoring Childhood Cancer Awareness Month, **Dr. Chris Porter**, and **Dr. Sherri Smart** were honored by Hyundai Hope on Wheels with a Scholar and Young Investigator Award, totaling \$750,000 for their respective research.



## Prioritizing Equity

Thanks to Aflac Inc., **Dr. Douglas Graham** was a part of a US News Health webinar panel highlighting how pediatric providers and community allies are prioritizing equity as they work to ensure what's best for children's health and well-being. [Watch a recording of the session here.](#)

# CLINICAL



In the third quarter, the Columbus Sickle Cell clinic saw **31 patients**, in **32 visits** over **4 clinic days!** We are grateful to have a clinic that continues to provide a closer resource for our tri-county patients!



## Presentations Shared

We shared **Dr. Xu Ji's** oral ASCO presentation discussing the impact of the reduction of opioid prescriptions in pediatric cancer survivors following 2016 guidelines on Aflac [Twitter](#) with more than 350 impressions.



We shared **Dr. Sharon Castellino's** ASCO presentation on novel therapeutics in a phase 3 trial for high-risk Hodgkin lymphoma on Aflac [Twitter](#) with more than 200 impressions.

## Atlanta's Top Docs

The July issue of [Atlanta Magazine](#) features Atlanta's top doctors, and a handful of those honored are Aflac Cancer and Blood Disorder Center physicians. Congratulations to: **Beatrice Gee, MD, Frank Keller Jr., MD, Glen Lew, MD, Michael Briones, DO, Sharon Castellino, MD, Thomas Olson, MD, and Tobey MacDonald, MD.**





# Q3



## Together!

In September, we sent out a series of [five emails](#) reaching over 33,000 people! These emails included patient stories, statistics about childhood cancer, and matching sponsors. It was a great way to engage donors during childhood cancer and blood disorders awareness month.



## Welcome to Atlanta

We are overjoyed to welcome **Jason Yustein, MD, PhD**, to the Aflac Cancer and Blood Disorders Center team! He is joining us from Baylor College of Medicine at Texas Children's Hospital, where he served as a solid tumor physician scientist and as Associate Professor with Tenure of the Department of Pediatrics, Hematology/Oncology Division. An email blast was sent to the internal team as well as national voting specialists, across the country.

# MARKETING



## New To Our Team

We are pleased to welcome **Timothy R. Gershon, MD, PhD**, to the Aflac Cancer and Blood Disorders Center team. Dr. Gershon joins Children's from UNC Chapel Hill, where he had an active clinical practice in neurology and was a NIH 201 funded neuro-oncology researcher. His primary focus is investigating more effective treatments for medulloblastoma. An email blast was sent to the internal team as well as national voting specialists, across the country.

## Sickle Cell Fundamentals

In preparation for our 2022 Sickle Cell Education Day, we sent out flyers and hung posters to promote the event to staff and families. This yielded a phenomenal turnout giving patients, families, and staff a wonderful event to enjoy on September 24th. A special thank you to Global Blood Therapeutics for sponsoring this event.





## Gotta Dance

Following the Georgia Newborn Screening, Tabitha was diagnosed with sickle cell disease and was referred to the Aflac Cancer and Blood Disorders Center for care. Despite the challenges she faces, Tabby finds strength through listening to music and dancing. We shared Tabby's story on the Aflac Cancer and Blood Disorders Center's Facebook and Twitter, reaching 1,100 people.



## Open For Business

During her treatment for a Langerhans cell histiocytosis, Ella became close with everyone she met. Once chemo was complete, she wanted to find a way to give back to the place that became so special to her. When her mom heard that their neighborhood was hosting a festival marketplace, Ella quickly decided that she wanted to host a [lemonade stand](#), where all proceeds would go back to the Aflac Cancer and Blood Disorders Center.

# PUBLIC RELATIONS

Performance of third quarter media and social media highlighting the Aflac Cancer & Blood Disorders Center

Q3



Impressions: **750,069**

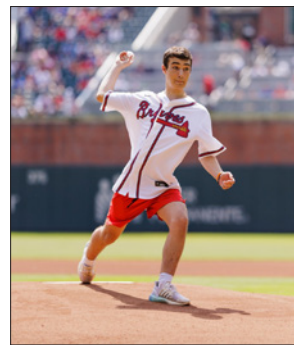
Q3



Engagement: **39,630**

## Sister To Sister

When Toni was diagnosed with sickle cell disease, she thought her dreams of being a gymnast like her older sister, Tara, were over, but in 2017, Toni received a lifesaving bone marrow transplant. Her donor? Her older sister, Tara. We shared Toni's story on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#), as well as on the Aflac Cancer and Blood Disorders Center [Facebook](#), reaching more than 48,300 people.



## Here's The Pitch

Luc Mire, a patient at the Aflac Cancer and Blood Disorders Center, had the opportunity to throw the first pitch at the Atlanta Braves game against the Philadelphia Phillies thanks to Express Oil Change & Tire Engineers. The 17-year-old, who was diagnosed with leukemia last year, has stayed motivated and on track with his schoolwork. He plans to study neuroscience or biomedical engineering in college to ultimately give back to the medical community that helped him so much and to help kids like him in the future. We shared Luc's story and Braves experience on Children's [Facebook](#) and [Twitter](#), reaching more than 30,000 people. We also worked with [Southern Living](#) to share his story.





## Coming To You Live



Sickle cell anemia is the most severe form of sickle cell disease, a red blood cell disorder that primarily affects Black and African American individuals. It's estimated that sickle cell disease affects approximately 100,000 Americans. Many people with sickle cell anemia report barriers to receiving the recommended screening and treatment. Dr. Amy Tang, pediatric hematologist at the Aflac Cancer and Blood Disorders Center, spoke with [11Alive](#) about current barriers to care, including a lack of hematologists.

## Serving Those Serving Us

In honor of Childhood Cancer Awareness Month, Dr. Sharon Castellino, pediatric oncologist at the Aflac Cancer and Blood Disorders Center, spoke with [11Alive](#) about Hodgkin lymphoma research she conducted because of funding from the U.S. Department of Defense and the Rally Foundation. The research aims to benefit adolescents and young adults actively serving in the military and those like 16-year-old cancer survivor Ethan Daniels, who was treated at the Aflac Cancer and Blood Disorders Center. We shared Dr. Sharon Castellino's ASCO presentation on novel therapeutics in a phase 3 trial for high-risk Hodgkin lymphoma on Aflac [Twitter](#) with more than 200 impressions.



# CLINICAL PR



## Even Better Than Football

Gary Stokan, CEO of Peach Bowl, Inc. joined [WSB](#) to discuss Peach Bowl's charitable efforts over the past few years, including the launch of the Peach Bowl LegACy Fund. Established in 2019, the Peach Bowl LegACy fund is a \$20 million, five-year commitment with the Aflac

Cancer and Blood Disorders Center to launch new pediatric oncology clinical trials through Peach Bowl, Inc. Anna Charles Hollis, the six-year-old daughter of the Peach Bowl's vice president of sales, was diagnosed with acute myeloid leukemia (AML) in April 2018 and later passed in September 2018. Anna Charles is the inspiration for the Peach Bowl LegACy Fund, named in her honor.

## In Print and Online

Through the PR team at Aflac Inc., Dr. Yasmin Tyler-Hill, recently retired Medical Director for Children's Healthcare of Atlanta at Hughes Spalding and Chair of the Department of Pediatrics (DOP) at the Morehouse School of Medicine, and Dr. Beatrice Gee, Interim Director of the Sickle Cell Disease Program at the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta, co-drafted an Op-Ed for the [AJC](#) to help focus attention on the need for research and treatment of sickle cell disease.



